

## Pierce County



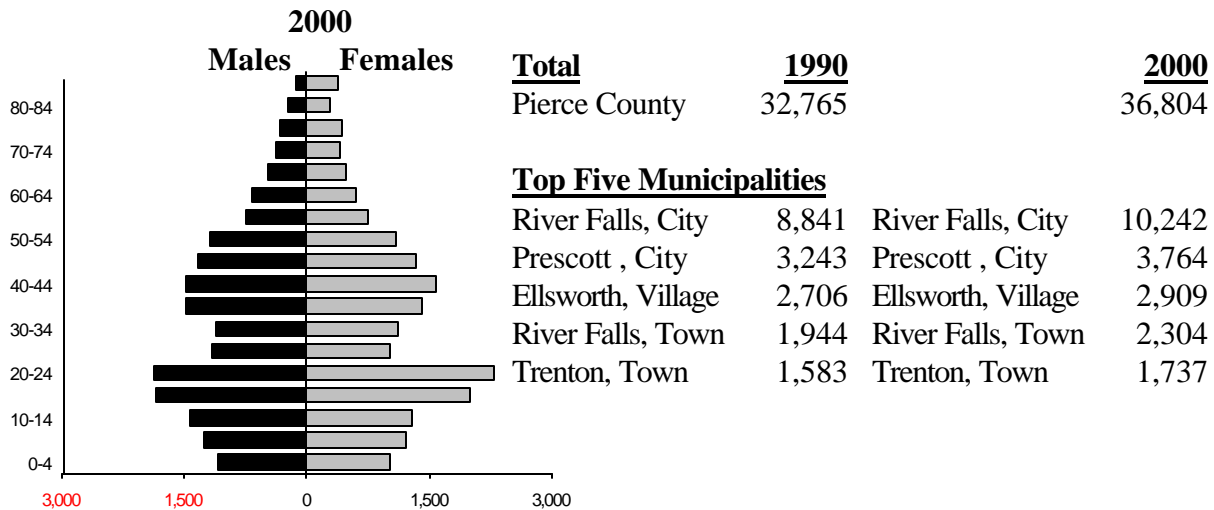
...experienced a 12.3% increase in population between 1990 and 2000, resulting in a 2000 total population of 36,804. In 2000, the county had 63.8 persons per square mile, a density much lower than the state as a whole. The median age in Pierce County is 32.1, indicating a much younger population than the State of Wisconsin, which has a median age of 36.0 years. The largest municipality is the City of River Falls.

The median value of owner-occupied housing in Pierce County is \$123,100. 1.2% of the housing units are seasonal, a value much below the state's average of 6.3%.

Farmland covers 72.5% of the county, while 42.9% of Wisconsin land is used for farming. The county is 27% forested and has 38 of the State's 15,057 lakes.

In Pierce County, Thomas & Betts Corporation employs more workers than any other manufacturing firm, and the University of Wisconsin-River Falls is the largest non-manufacturing employer. The Government sector generates the largest share of the county's total personal income. Pierce County's 1999 median household income was \$49,551.

## Population



## Quality of Life

	<u>Wisconsin</u>	<u>Pierce</u>
Persons per Square Mile, 2000	98.8	63.8
Number of Staffed Hospital Beds, 1995	16,070	0
Average Birth Rate per 1,000 population, 2000	12.9	11.2
Public School Enrollment, 2000-2001	879,476	7,451
Number of 2000 Public High School Graduates	58,545	608
1999-2000 Public High School Dropout Rate	2.3%	0.4%

## Vital Statistics

	<u>1990</u>		<u>2000</u>	
	<u>Wisconsin</u>	<u>Pierce</u>	<u>Wisconsin</u>	<u>Pierce</u>
Birth Rate (per 1,000)	14.8	14.6	12.9	11.2
Death Rate (per 1,000)	8.7	7.2	8.7	6.6
Number of Marriages	38,934	238	36,100	210
Number of Divorces	17,727	100	17,337	107

**Housing**

	<u>1990</u>	<u>2000</u>
Total Number of Housing Units	11,536	13,493
Number of Single-Unit Structures	8,266	10,072
Number of Multiple-Unit Structures	2,188	2,605
Number of Single Units Permitted	99	279
Number of Multiple Units Permitted	105	30
Percent Seasonal Housing	1.2%	1.2%
Median Value, Owner-Occupied	\$65,500	\$123,100
Median Rent	\$331	\$476

**Recreation**

<u>1995 Number of:</u>	<u>Wisconsin</u>	<u>Pierce</u>
Campgrounds	1,106	12
Campsites	75,367	324
Hiking Trails (in miles)	5,617	11
Mountain Biking Trails (in miles)	3,155	0
Cross Country Skiing Trails (in miles)	4,154	11
Snowmobile Trails (in miles)	14,896	213
Visitor Expenditures, 2000	\$11,046,539,344	\$31,080,674

**Income**

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Total Personal Income	\$288,508	\$524,780	\$965,854
Non-Farm Personal Income (in thousands)	\$266,038	\$509,888	\$965,877
Farm Income (in thousands)	\$22,470	\$14,892	(L)
Per Capita Income	\$9,232	\$15,992	\$26,176
Transfer Payments (in thousands)	\$33,578	\$60,362	\$95,513
Proprietor Income (in thousands)	\$37,792	\$35,450	\$47,936

## Banking

<u>2000</u>	<u>Wisconsin</u>	<u>Pierce</u>
Savings Institutions-Offices	396	2
Savings Institutions-Savings Capital (Millions)	\$12,761	\$37
Commercial Banks-Offices	1,720	14
Commercial Banks-Deposits (Millions)	\$62,618	\$370

## Government Finance

<u>1997</u>	<u>Wisconsin</u>	<u>Pierce</u>
Total Property Taxes Levied (in 1000's)	\$5,144,206	\$25,463
Effective per Capita Property Tax	\$997	\$728
Total Expenditures (in 1,000's)	\$17,139,825	\$117,096
In Dollars per Capita	\$3,322	\$3,346
As Percent of Total:		
Education	43.2%	47.8%
Health & Hospital	4.5%	5.0%
Police	5.0%	3.5%
Fire	2.3%	1.0%
Public Welfare	6.8%	2.6%
Highways	7.7%	12.7%

## Retail, Service, Wholesale

<u>1997</u>	<u>Wisconsin</u>	<u>Pierce</u>
Number of Retail Sales Establishments	21,717	112
Sales (in thousands)	\$50,520,463	\$151,643
Annual Payroll (in thousands)	\$4,826,217	\$13,611
Number of Service Establishments	55,618	275
Receipts (in thousands)	\$48,559,607	\$73,033
Annual Payroll (in thousands)	\$18,990,629	\$26,718
Number of Wholesale Establishments	8,025	29
Sales (in thousands)	\$57,192,863	(DS)
Annual Payroll (in thousands)	\$3,764,944	(DS)

**Manufacturing****1997****Wisconsin****Pierce**

Number of Establishments	9,936	40
Number of Employees	562,479	942
Total Payroll (in 1,000's)	\$18,766,395	\$24,703
Production Workers, average number	416,254	715
Production Worker Hours (in 1,000's)	837,444	1,411
Production Worker Wages (in 1,000's)	\$11,952,570	\$16,444
Value Added (in 1,000's)	\$54,947,083	\$92,522
Value of Shipments (in 1,000's)	\$117,382,992	\$216,678

**2002 Top Employers****Top Five Manufacturing Firms****Number Employed****Product/Type of Business**

Thomas & Betts Corp.	100-249	Steel Pipes and Tubes
Bergquist Company	50-99	Printed Circuit Boards
Helmer Printing Inc.	50-99	Newspaper Publishing & Printing
Ellsworth Coop. Creamery Co.	50-99	Cheeses
Genesis Industries Inc.	50-99	Surgical and Medical Instruments

**Top Five Non-Manufacturing Firms**

University of Wisconsin - River Falls	500-999	Colleges & Universities
School District of River Falls	500-999	Elementary and Secondary School
Ellsworth Community School District	250-499	Elementary and Secondary School
County of Pierce	250-499	Executive & Legislative Offices
School District of Prescott	100-249	Elementary and Secondary School

**Employment by Industry**

	<b><u>1980</u></b>	<b><u>1990</u></b>	<b><u>2000</u></b>
Mining	24	13	(DS)
Construction	534	520	869
Manufacturing	1,115	1,238	1,551
Transportation and Public Utilities	298	530	727
Trade	2,902	2,628	3,216
Services	2,650	3,379	4,399
Government	2,711	3,369	3,564

## Income by Industry

In Thousands:	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	\$511	\$210	(DS)
Construction	\$6,793	\$11,157	\$25,115
Manufacturing	\$18,546	\$30,015	\$54,636
Transportation and Public Utilities	\$5,647	\$13,325	\$25,576
Trade	\$24,689	\$26,226	\$38,731
Services	\$19,412	\$43,778	\$75,341
Government	\$36,293	\$75,668	\$112,603

## Natural Resources

	<u>Wisconsin</u>	<u>Pierce</u>
Land Area (square miles)	54,310	576
Total Forest Land (in thousands of acres)	15,964.8	98.1
Commercial	15,702.5	96.1
Non-Commercial	262.3	2.0
Percent Land in Forests	46%	27%
Number of Lakes	15,057	38
Total Acreage of Lakes	982,155	6,016

## Farming

<u>1997</u>	<u>Wisconsin</u>	<u>Pierce</u>
Number of Farms	65,602	1,265
Land in Farms (acres)	14,900,205	267,586
Average size of Farm (acres)	227	212
Sales by Selected Products (in 1,000's):		
Hay, Silage, and Field Seeds	\$106,572	\$2,042
Vegetables, Sweet Corn, and Melons	\$149,443	\$100
Fruits, Nuts, and Berries	\$140,140	\$140
Nursery and Greenhouse Crops	\$157,348	\$1,504
Poultry and Poultry Products	\$241,523	\$177
Dairy Products	\$2,746,950	\$37,674
Cattle and Calves	\$670,518	\$13,374
Hogs and Pigs	\$151,164	\$1,556

Notes:

(NA) - Not available

(DS) - Data suppressed; not shown to avoid disclosure of confidential information

(L) - Less than 10 persons employed in "Employed by Industry" or less than \$50,000 in "Income by Industry"

Number of Single-Unit Structures - Number of housing units standing alone

Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units

Percent Factory Jobs - Percent of employed persons working in factories

Services - Includes services and finance, insurance, and real estate

Trade - Includes retail and wholesale trade

## **SOURCES:**

### **TEXT**

1999 Median Household Income, U.S. Bureau of the Census, Census 2000

### **POPULATION**

U.S. Department of Commerce, Bureau of the Census.

2000 Census of Population and Housing

Table P8: Sex by Age

1990 Census of Population and Housing

Table P001: Persons

2000 Census of Population and Housing

Table P1: Total Population

Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.

Top Five Municipalities

### **QUALITY OF LIFE**

U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts

Persons per Square Mile

Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care

Number of Staffed Hospital Beds, 1995

Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report

Table 23: Number of Births by County of Residence, Wisconsin 1980-2000

Wisconsin Department of Public Instruction, Statistics and Reports, Student Data

Raw Data for Public School Enrollments, Graduates, and Dropout Rates

### **VITAL STATISTICS**

Wisconsin Department of Health and Family Services, Vital Statistics Reports

Wisconsin Births and Infant Deaths, 2000

Table 23: Number of Births by County of Residence

Wisconsin Deaths, 2000

Table 3: Deaths by County of Residence

Wisconsin Marriages and Divorces, 2000

Table 4: Monthly Marriage Totals by County

Table 6: Divorces and Annulments by County

### **HOUSING**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

Table H1: Housing Units

Table H30: Units in Structure

Table H8: Vacancy Status

Raw Data for Seasonal Housing

Percentages

Table H76: Median Value for Specified

Owner-Occupied Housing Units

Table H56: Median Contract Rent

U.S. Department of Commerce, Bureau of the Census, Census 2000.

CenStats Databases:

Building Permits, Annual 2000

Note: Data for some counties are not exact because some municipalities had no available data (NA).

### **RECREATION**

Wisconsin Department of Natural Resources.

Unpublished Data for Wisconsin Statewide

Comprehensive Outdoor Recreation Plan for 1991-1996.

Wisconsin Department of Tourism, Research and Travel Trends

1993-2002 Economic Impact of Traveler Expenditures by County

### **INCOME**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

### **BANKING**

Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables

Table 07: County (June 30, 2000)

### **GOVERNMENT FINANCE**

U.S. Department of Commerce, Bureau of the Census.

Census of Governments, 1997. County Area Finance and Employment Facts.



## **RETAIL, SERVICE, WHOLESALE**

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997.

EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997. Economic Census, 1997. Summary Statistics.

Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

## **MANUFACTURING**

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

## **TOP EMPLOYERS**

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

## **EMPLOYMENT BY INDUSTRY**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

## **INCOME BY INDUSTRY**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

## **NATURAL RESOURCES**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. Wisconsin Forest Statistics, 1996. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, Wisconsin Lakes PUB-FM-800 99Rev.

Inland Lake Summary Information by County

## **FARMING**

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

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